

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent Application Ser. No.: 10/017,377 Group Art Unit: 2623

Filing Date: 12/14/2001

Examiner: MICHAEL F. VAN

HANDEL

Attorney Docket Number PH-US010502 Confirmation No.: 8074

Inventor Name(s): YASSIN & ALSAFADI

Title: MICRO-AUCTION ON TELEVISION FOR THE SELECTION OF  
COMMERCIALS

Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

PRELIMINARY AMENDMENT

Sir:

Prior to continued examination, please amend the application as follows:

- 1 | 1. (currently amended) A method of presenting a commercial in a at least one time
- 2 | slot to a viewer, the method comprising the steps of:
- 3 |       providing one or more commercials to a receiver operatively coupled with a
- 4 | display device, each commercial having an agent associated therewith, the agent for